

## CLAIMS

What is claimed is:

- 1 1. A method for evaluating a success of a promotion utilizing a network-based  
2 supply chain management framework, comprising:
  - 3 a) receiving data from a plurality of stores of a supply chain utilizing a network, the  
4 data relating to the sale of goods by the stores;
  - 5 b) identifying a time frame of a plurality of past promotions;
  - 6 c) analyzing the data for each of the past promotions utilizing the associated time  
7 frame; and
  - 8 d) comparing the analysis of the past promotions.
- 1 2. The method of claim 1, wherein the stores include restaurants.
- 1 3. The method of claim 1, wherein the past promotions are ranked.
- 1 4. The method of claim 1, wherein the comparison is displayed utilizing a network-  
2 based interface.
- 1 5. The method of claim 1, wherein the time frame includes a start date and a finish  
2 date.
- 1 6. The method of claim 1, wherein the data includes an amount of revenue  
2 associated with the sale of the goods.
- 1 7. A system for evaluating a success of a promotion utilizing a network-based  
2 supply chain management framework, comprising:
  - 3 a) logic for receiving data from a plurality of stores of a supply chain utilizing a  
4 network, the data relating to the sale of goods by the stores;

5    b) logic for identifying a time frame of a plurality of past promotions;  
6    c) logic for analyzing the data for each of the past promotions utilizing the  
7    associated time frame; and  
8    d) logic for comparing the analysis of the past promotions.

1    8. The system of claim 7, wherein the stores include restaurants.

1    9. The system of claim 7, wherein the past promotions are ranked.

1    10. The system of claim 7, wherein the comparison is displayed utilizing a network-  
2    based interface.

1    11. The system of claim 7, wherein the time frame includes a start date and a finish  
2    date.

1    12. The system of claim 7, wherein the data includes an amount of revenue associated  
2    with the sale of the goods.

1    13. A computer program product for evaluating a success of a promotion utilizing a  
2    network-based supply chain management framework, comprising:  
3    a) computer code for receiving data from a plurality of stores of a supply chain  
4    utilizing a network, the data relating to the sale of goods by the stores;  
5    b) computer code for identifying a time frame of a plurality of past promotions;  
6    c) computer code for analyzing the data for each of the past promotions utilizing the  
7    associated time frame; and  
8    d) computer code for comparing the analysis of the past promotions.

1    14. The computer program product of claim 13, wherein the stores include  
2    restaurants.

- 1 15. The computer program product of claim 13, wherein the past promotions are  
2 ranked.
  
- 1 16. The computer program product of claim 13, wherein the comparison is displayed  
2 utilizing a network-based interface.
  
- 1 17. The computer program product of claim 13, wherein the time frame includes a  
2 start date and a finish date.
  
- 1 18. The computer program product of claim 13, wherein the data includes an amount  
2 of revenue associated with the sale of the goods.